



**P**eople are at the heart of every optical practice, whether they be clinicians in the consulting room, frame experts or members of the reception team behind the front desk.

In an effort to highlight the great work that individuals and teams perform in practice, the Optician Awards include categories designed just for them. Entrants for the individual awards should provide evidence of how they go that extra step for patients and customers and draw on feedback from colleagues and clients.

The judges know what a good optometrist or DO should be doing so make sure you major on the extra things you bring to the role. Comments from colleagues and customers are particularly powerful as is performance data showing success in the chosen

## Putting people first

Optician Awards judges are looking for high achievers who do that bit more for patients and draw on feedback from colleagues and clients

field of entry. The team award is very much about the group dynamic of the entrant and teams, particularly larger ones, working as a unit. Entries should include evidence of how the team members interact and work cooperatively and how they make life easier for one another. This may be through flexibility of working, childcare, phone and email lists or mentoring and buddy schemes.

Testimonials from customers and details of projects within the community might also be included.



[View all the categories at www.opticianawards.com](http://www.opticianawards.com)

### ● Optical Assistant Team of the Year

This trophy is designed to reward a support team of optical staff that can demonstrate excellence in customer service and patient care. The judges will be looking for reception and other non-professional staff who have made a tangible difference to the experience of clients and the practice's success. Our panel will be looking for a team that makes customers look forward to their visit to the optician so much so they encourage their friends to use the practice too. The judges will want to hear how the team interacts with patients, how products and services are communicated and the approaches made to training and gathering feedback.



### ● Contact Lens Practitioner of the Year sponsored by Alcon

This award will be presented to an individual who is passionate about contact lenses and can harness that passion to put their patients in the best contact lenses. The panel of judges will be looking for evidence of clear communication of contact lenses as an option for customers. Entrants should explain their approach to patients and provide evidence of how that has been effective in growing the business. The judges will want to hear about the selection criteria for different contact lens modalities and the factors taken into consideration such as comfort, convenience, budget or lifestyle. The panel will also be interested to hear how the penetration of contact lenses within the practice has grown as a result of the individual's efforts and



Martin Varley, Dispensing Optician of the Year 2012, pictured alongside Rebecca Louvre of Luxottica

the feedback from patients. Practitioners may want to say which patients are offered contact lenses and why, facilities provided in store, how often a change in lens type is considered and how feedback on comfort and compliance is sought. Patient stories of contact lenses prescribed for lifestyle needs would also be welcomed.

### ● Dispensing Optician of the Year

The winner of this award will be an excellent dispensing optician with good people skills and the ability to communicate with patients of all types. The judges will be looking for examples of dispensing that show off the entrant's skills with lens choice and frame styling. Entries are welcome from DOs working in practices of all types and sizes and evidence of patient satisfaction should be demonstrated. The panel will want to understand the process the DO undergoes to ensure an excellent fit and lens choice is made. The judges may also want to see evidence of the DO's expertise in eyewear

styling and achieving cosmetically pleasing results under difficult circumstances. Emphasis will be placed on everyday eye care solutions, patient communication as well as clinical excellence and all round practice skills. Whether your specialism as a DO is clinical or fashion this is the category for you.



CooperVision™

### ● Optometrist of the Year sponsored by CooperVision

This category is designed to reward an optometrist who uses their skills to enhance the lives of patients, colleagues and the community. The judges will be looking for evidence of excellence in a range of areas. These should include clinical techniques, interaction with other practice staff and, most importantly, patients. The judges will be looking for true commitment to patient care and examples of how the optometrist's actions have benefited patients and the practice. The judges will also want to see how the optometrist has made an effort to further the eye care of their patients and enhance their practice's reputation. This category is for the optometrist who goes the extra mile for patients and the profession. It may also be an optometrist who works as hard outside the practice to improve the eye care of patients as they do inside, perhaps something else the judges may want to see evidence of.